



NOTE: This document consolidates the previous Code of Conduct and Use of Badge Code. It has been approved by the Board of the Institute.

It applies to newly-qualified guides who qualify on or after 1st January 2026; and by renewing their membership of the Institute in August 2026 all members will be confirming that they will comply with this consolidated Code.

As a guide accredited by the Institute of Tourist Guiding:

1. Standards: I agree to uphold the standards of quality and professionalism inherent within the Institute of Tourist Guiding ["Institute"] qualifications for guiding and heritage interpretation.
2. Conduct:
 1. I agree always to be courteous, professional, ethical, flexible, culturally sensitive, and collaborative towards agencies, clients, visitors, colleagues, site staff, drivers, etc. and never at any time undermine the profession to the detriment of any colleague/s nor bring the Institute or its members into disrepute on or offline.
 2. I agree to abide by current site guiding rules and recognise that it is a privilege and not an automatic right to guide at any particular site.
3. Insurance: I agree to hold Public Liability Insurance covering any liability to clients or third parties incurred in the course of my work as a guide; I will provide a copy of the policy to the Institute if requested.
4. Qualification:
 1. I agree only to promote myself to guide as an Institute-accredited guide in those areas and in those languages for which I hold Institute-accredited qualifications or endorsements.
 2. I agree not to use my photo card or badge to obtain "accredited guide" access with clients in regions, places or at sites for which I do not hold Institute-accredited qualifications or endorsements
5. Use of Institute Photo Card and Guide Badge:
 1. I agree to wear the Institute photo card, with or without the guide badge, when working as an Institute-accredited guide in sites, and, preferably but not compulsorily, whenever working as an Institute-accredited guide outside sites;
 2. I agree not to allow, under any circumstance, any other person to use the Institute photo card or guide badge;
 3. I acknowledge that the Institute photo card and guide badge remain the property of the Institute at all times and I agree that I will return them to the Institute if I cease to be a member or if my membership is suspended.
6. Continuing Professional Development ["CPD"]: I agree to improve the standard of my own work and take the opportunity to expand and update my range of knowledge and skills wherever possible. I will record my CPD appropriately.



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7. Compliance: I agree to observe all health, safety and other regulations and requirements which relate to my work as a guide; and comply with the duty of care which I owe to my clients and third parties.

Breaches of this Code of Conduct:

In the event of a written complaint to the Institute regarding an alleged breach of this Code by an accredited guide, the complaint will be referred to the Professional Conduct Committee (PCC). The rules and procedures of the PCC are annexed to the Bye Laws of the Institute and are published on the Institute's website. If the complaint is upheld, one or more of the following sanctions may be applied:

1. Formal warning;
2. Fine;
3. Re-reading and signature of a copy of the relevant site guiding rules;
4. Suspension for any period (without refund of subscription) and withdrawal of Institute photo card and guide badge for that period;
5. Expulsion without refund of subscription and withdrawal of Institute photo card and guide badge.

Signed _____ Date _____

Name (CAPS) _____